





2012 Pedestrian Safety Mini-Grant Manteca Police Department

Goals and Objectives

- Raise awareness and educate the public through various events
- Educate pedestrians and drivers through cross walk enforcement operations
- Publicize events through the media

Goals and Objectives

- Reproduce educational materials for placement in and around school campuses, youth and community centers, parks where families and youth congregate, etc.
- Promote campaign messages through websites,
 Facebook, blogs, and Twitter.
- Promote campaign messages through media relations and outreach, such as radio talk shows, interviews, op-ed pieces, newsletter articles, press releases, etc. (Note: no paid media).

Application Process

Initial Request to Cover:

Total Educational "It's Up To Us" Handouts / pencils Cost: \$1,900.00 5,000 each, Full color folded brochures - \$ 535.00 5,000 each, Full color 8.5" x 11" flyers - \$465.00 5,000 each, printed pencils - \$900.00

Total cost for staffing two 4-hour Crosswalk Operations- \$3,090.48 Per Operation Cost: \$1,545.24

Awarded Amount \$4,090.00

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2	City of Manteca									
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	1001 W. Center Street			. Center Street						
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5	I hereby certify under penalty of perjury that the information provided on this document is true and correct. Should my residency status change, I will promptly notify the State agency below.									
	AUTHORIZED PAYER REPRESENTATIVE'S NAME (1)04 or Plat) Suzanne Mallory			Finance Director						
	200 Clores			2012		TELEPHONE (209) 456-8765				
6	Please return compl	eted form to:								
	Department/Office: California Department of Public He									
	Unit/Section:	Safe and Active Commu	Plates							
	Mailing Address: PO Box 997377									
	City/State/ZIP: Sacramento, CA 95899-7377									
	Telephone:	(916) 322-2269	FAX:	(916) 552-98	10					

SERVICE ORDER (SO)	Unit Initials	EV	SO/Amendo			axpayer ID	
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California Department of Public Health	Goov of ad or notice is attached. If applicable.						
Safe and Active Communities Branch	State conference rooms are either not available or not suitable Conference/meeting attended list or sign-in sheet is attached.						
PO Box 997377, MS 7214 Sacramento, CA 95899-7377							
Attn: It's Up to All of Us Campaign	If non-state persons attended the conference or meeting, an explanation of how the state banefiled is attached to this SO.						
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Department Contact Person			Telephone				
Karissa Anderson			(916) 32				
Parties: California Department of Public Health hereafter c	called the CDP	H or the	State and th	e names	d Contra	actor.	
Contractor: City of Manteca							
2. Term: Start date: 3/30/12 End date: 6/	115/12						
3. Maximum Amount Payable: \$4,090.00 based on the	following estima	ted cost	E.				
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RESOLUTION NO. R2012-47

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MANTECA ACCEPTING GRANT FROM CALIFORNIA DEPARTMENT OF HEALTH, SAFE AND ACTIVE COMMUNITIES BRANCH

RESOLVED, that the City Council of the City of Manteca does hereby accept a grant from California Department of Health, Safe and Active Communities Branch in the amount of \$4,000 for the 2012 "It's Up to All Of Ut's pedestrian safety education campaign; and approves the appropriation of funds to Account No. 015-1115-112-23-48.

DATED: April 17, 2012

ROLL CALL:

ATTEST:

YES: Councilmembers Harris, Hernandez and Weatherfor

NOES: None

ABSENT: Council

ABSTAIN: None

ABSENT: Councilmembers DeBrum

WILLIE W. WEATHERFORD MAYOR

SANN TILTON, MM

Printed Items

- 10,000 two-sided bookmarks,
- 5,000 quarter sheet handouts
- 75 posters.





Events

- School Assemblies
- Safety Fair
- City Youth Dance
- Crosswalk Stings / Enforcements



School Assemblies



The local elementary schools

Geared toward 2nd – 5th graders

Over 735 students impacted



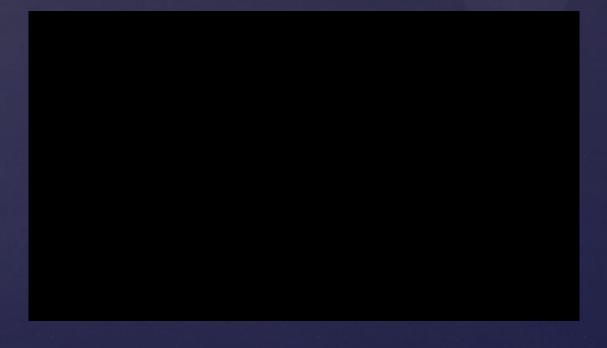




Videos Used

Danger Rangers – Use That Crosswalk

Step to Safety with ASIMO



Old Navy Safety Fair



September 19, 2012







City Youth Dance

May 11th, 2012 – Over 800 students







Crosswalk Stings / Enforcement



May 14, 2012 -28 citations issued May 21^{-} 2012 -32 citations issued

45 citations were for failing to yield to a pedestrian











Publicity

Page 1 of 2

Print This Article

Medical excuse for ignoring pedestrian

Driver with elevated leg among 22 cited in crosswalk sting

Glenn Kahl gkahl@mantecabulletin.com 209-249-3539 May 22, 2012

One of 22 drivers cited in a Manteca Police sting Monday morning for failing to stop for pedestrians at crosswalks had a medical reason for not being able to stop – his right foot was in a brace and his leg needed to be elevated.

Manteca Police motorcycle officer Patrick Danipour said he was stunned when he approached the 1993 Honda Givic that he pulled over on North Cottage Avenue where the roadway approaches the Highway 99 overcrossing.

Joshua Furtado, 18, of San Jose, had his right leg resting on the dashboard of the car – his excuse for not stopping at the painted crossing at Glenn Drive. Neighbors were quick to note that no one stops for people at that crosswalk when officers are not present.

One woman who has walked daily through the neighborhood for months said the traffic coming down Cottage Avenue from the freeway overcrossing never stops for her when she has tried to cross the roadway. She complained that the drivers see her and just stare as they drive by. She said one woman indorist came close to striking her at the corner when she moved down to North Street to cross with the light.

Officers were quick to react earlier when a 1989 Chevy truck violated the right-of-way of reserve officer Eugene Estrella at Garfield and Yosemite avenues in front of Manteca High School, MHS school resource officer April Smith gave chase and the driver, Jose Murillo, 23, of Yuma, Arizona made a quick turn into a furniture store parking lot across from the high school.

Sensing the motorist was fleeing for another reason, Smith immediately called for backup and other officers drove in behind the pickup where the driver was found with half a quart of beer in the cab. Traffic officer David Bright administered a roadside sobriety test and arrested Murillo for drinking and driving and having a blood alcohol level of above .008.

The officers set up sting locations at Yosemite Avenue and the intersections of Sherman, Carfield, Pierce and Locust avenues. They also were staged at Center Street and Sycamore Avenue and Cottage Avenue and Glein Drive. An additional nine citations were also issued for speed, running a stop sign and talking on cell phones.

As motorcycle officer Patrick Danipour sat under the shade of a tree at Sycamore Avenue and Center Street one motorist drove through the boulevard stop across the street from his location. He gave pursuit and pulled the driver over near the Post Office.



Publicity

Page 1 of 2

Print This Article

28 motorists get tickets in Manteca sting targeting pedestrian safety

Dennis Wyatt dwyatt@mantecabulletin.com 209-249-3519 May 16, 2012

Pedestrians legally crossing Cottage Avenue in a clearly marked crosswalk midway between North Street and the Highway 99 overpass got an earful from motorists yelling at them to get out of the way.

It was an expensive verbal lashing for the drivers as Manteca Police officers ended up issuing them tickets not for their expletives but for a moving violation.

One pedestrian was a police officer well schooled on not entering the crosswalk until it was safe to do. She served as a decoy as part of a sting operation aimed at those who lanore pedestrians that legally have the right of way.

Traffic officers Monday morning took part in the sting that saw 28 motorists cited for violating the rights-of-way of children and adults attempting to cross Yosemite Avenue as well as at the intersection of Glenn Drive and Cottage Avenue.

Detective Sergeant Jodie Estarziau said that Manteca High school resource officer April Smith crossed the roadway at Cottage and Glenn some 17 times during the sting, half of which she was "violated" by an oncoming motorist. She was almost struck several times.

"I'm surprised we haven't had more injuries at that location," Estarziau said.

"Residents in the areas were grateful and happy to see enforcement for the issues of speeding vehicles and for motorists not stopping for pedestrians," she added.

She said the drivers claimed they didn't notice the pedestrians or felt that they had darted out in front of them. At least one motorist was on a cell phone, she further noted.

"All the pedestrians walked across when there was a safe distance for the drivers to see them, react and safely stop. More than one almost struck the pedestrian and, had they

http://www.mantecabulletin.com/section/1/article/42795/

5/16/2012



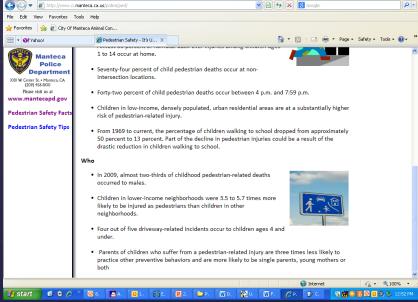
STING CROSS DSC - 4394



CROSS STING DSC _- 440

PD Website Link





Pedestrian Safety - It's Up To All of Us - Microsoft Internet Explorer provided by the City of Manteca

Total Amount Used

\$3,850.00